

RECIPES

for your new kitchen





This trademark stands for unsurpassed quality and expert craftsmanship. It backs up the warranty in every Geneva cabinet. It insures deep satisfaction to the proud owner of a Geneva personalized kitchen.

This brochure has been designed primarily to present ideas and helpful information to homeowners who are building or remodeling. To successfully plan, install and decorate a new kitchen requires intimate knowledge of many things—appliances, color, equipment sizes, functional arrangements, construction details, etc. Years of experience in all of these facets of the kitchen are detailed in these pages.

A secondary objective is to point out the things you should look for in selecting your new kitchen. Look past the pretty pictures to the construction features. These are the things that will determine the workability, durability and charm of your kitchen. Your kitchen is a major investment. Only by purchasing a quality product and benefiting from the guidance of qualified experts in the field, will you gain lasting satisfaction.

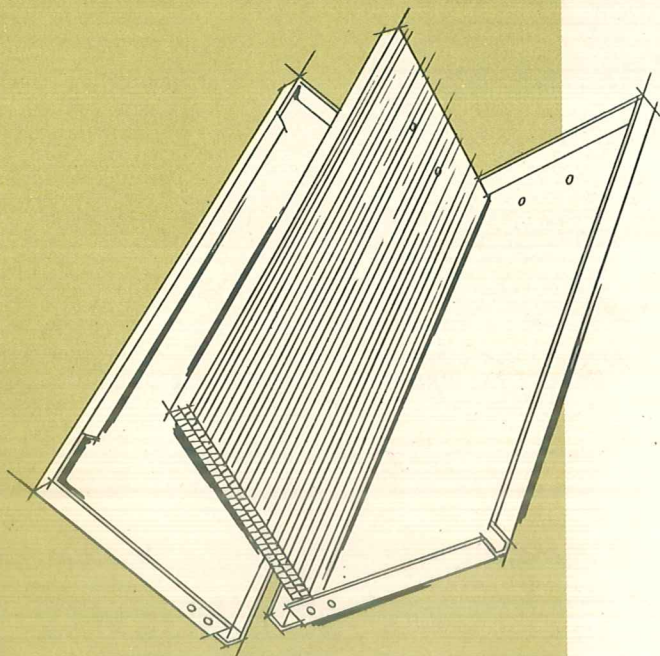


Select From These

- 1 WHITE STEEL**—Always the most popular for general kitchen use. Because it is neutral, color schemes can be changed easily. Kitchens of steel require little care, last a lifetime.
- 2 STEEL IN COLORS**—Select from a wide range of easy-to-live-with Geneva colors. Use just one or combine them for unusual effects. See color chart on page 16.
- 3 ALL WOOD FRONTS**— For those who like the charm of wood plus the advantages of steel. Geneva wood tones blend beautifully with steel colors so many housewives combine wood with steel units. See page 19.



These Features Combine to make Geneva the Standard of Quality



Door Construction

Doors are die formed, have smooth radius edges. They consist of two "pans" which are held together with an overlapping flange on the leading edge. This eliminates common type tack welding which gives way easily.

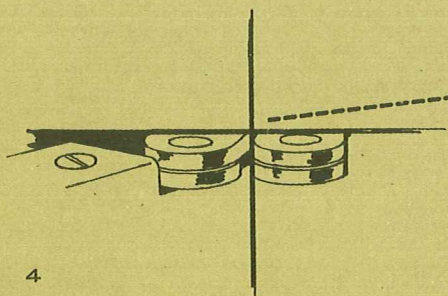
INSIDE PAINTING—Double pan type of door construction allows Geneva to paint *inside* of door as well as outside. This exclusive Geneva protective feature is very important in kitchens where humidity is usually high.

LAMINATING—Full thickness sound insulating material is glued to both "pans", producing extremely rigid door that can never be racked. Sound proofing is perfect.



Handle

Exclusive die cast steel pull is heavily chrome plated. Alternate finishes are black, copper, bronze. Ample finger space is allowed.



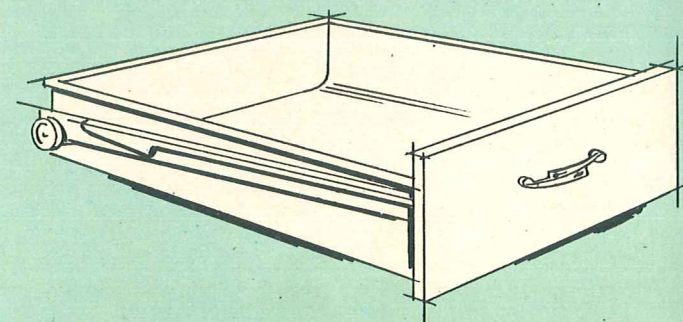
Hinge

Semi-concealed plated hinges allow full 180° door swing. They will give years of care-free service, never sag or break.

Generally speaking, kitchen cabinets look alike, perform the same functions. To the housewife the big difference is in such things as drawer action, quietness, ease of cleaning and durability. The features shown on these pages contribute much to the all around quality and work-saving performance that only Geneva offers. Expert workmanship, finest materials and equipment plus a sincere desire to produce only the best are the reasons behind Geneva's quality leadership.

Drawer Slide

Nylon rollers gliding on lead-coated steel slides produce a floating action regardless of the load. Just nudge a loaded drawer ever so gently with a finger tip...presto, it closes softly, quietly. Try it and see!

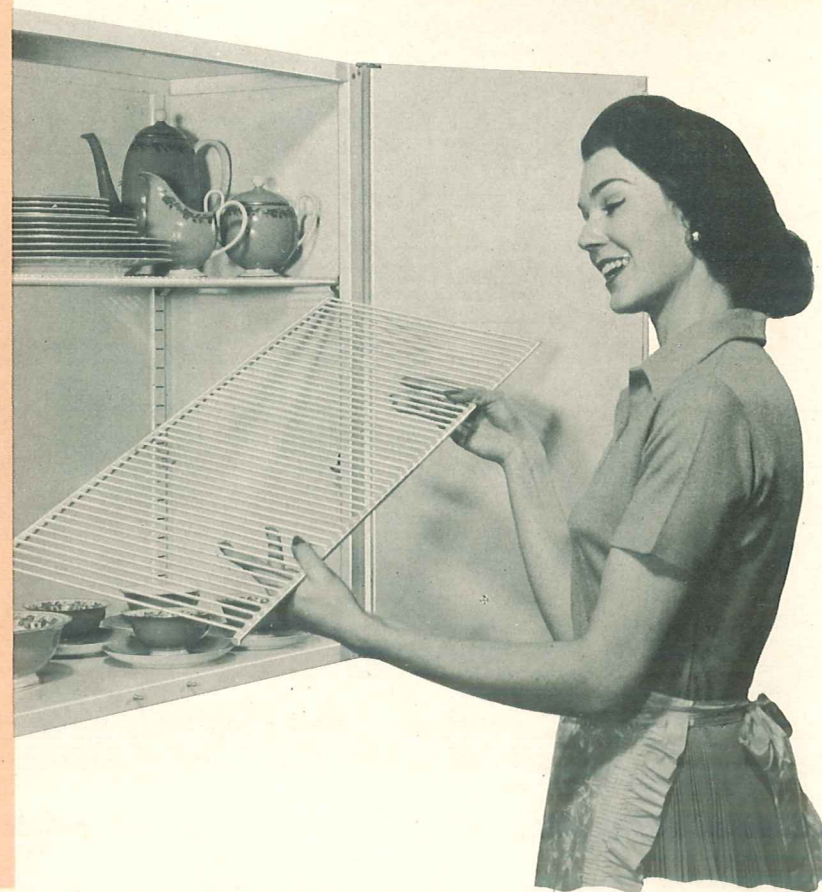


Quiet Plastisol Coated Shelves

All wall cabinets feature exclusive new plastisol coated wire shelves. They are completely adjustable, sturdy enough to support any load you care to put on them. Plastisol is a soft, resilient material which will not chip or mar delicate china or glassware. It is quiet beyond belief.

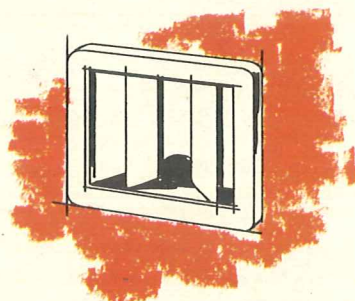
OPEN VIEW—Climbing up on a stool or chair to see or reach items on the top shelf is now a thing of the past. Every item in the cabinet is in easy view, so merely reach up with a finger, slide what you want to the front and—presto, you've got it!

SELF CLEANING—Plastisol is smooth so it resists dust. With open-view shelves the only place to clean in a cabinet is the solid bottom.



Nylon Catch

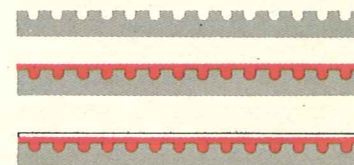
A new silent nylon catch completely eliminates all harsh grating noises and metallic clicks found in ordinary catches. Nylon holds door firmly closed, yet releases it easily.



The Story Behind Geneva's No-Chip Finish

Bare steel is first Bonderized...this not only prevents rust but etches deep into the pores of the steel to allow a perfect grip for the generous coat of rust inhibiting primer paint that is baked on at high heat. Then a decorative and protective top coat of synthetic enamel is baked on to give a lustrous, lasting surface.

RESULT—This full two-coat, two-bake system produces the finest possible enamel finish. It will not chip, crack or craze. Geneva's finish passes all tests for humidity, salt spray, alcohol, abrasion and impact with plenty of room to spare. And it's a breeze to keep clean. No special care is required other than a simple occasional wiping. What a joy to live and work with!





Your plan must fit the habits,
likes and needs of your family.

Check these important planning points

- Work areas should be relatively close together for efficiency.
- Arrange plan so that traffic stays out of the main working area. This is important where there are children in the family. Place sink between range and refrigerator.
- Be sure to have storage and work space by each piece of major equipment. This applies to built-in ovens, too.
- Provide ample outlets for toaster, mixer, under cabinet lights, etc. Arrange lighting so you do not work in your own shadow.
- A built-in ventilating fan over the range is a definite "must."

It removes odors, grease and steam, protects cabinet surfaces and room decorations. Do not stint on this necessary equipment.

- Refrigerator door should open away from adjacent counter so you do not have to walk around it in preparing meals.
- Keep accessories near point of use. Provide space for tall items. Remember shelves may be adjusted easily.
- Allow space for any equipment you may wish to add in the future, such as a dishwasher, freezer, or laundry equipment.
- Incorporate some of the special type units shown on pages 10-11. They save time and trouble.

Geneva's Flexible Line

makes personalized planning easy



Double Utility Peninsula Cooking Top

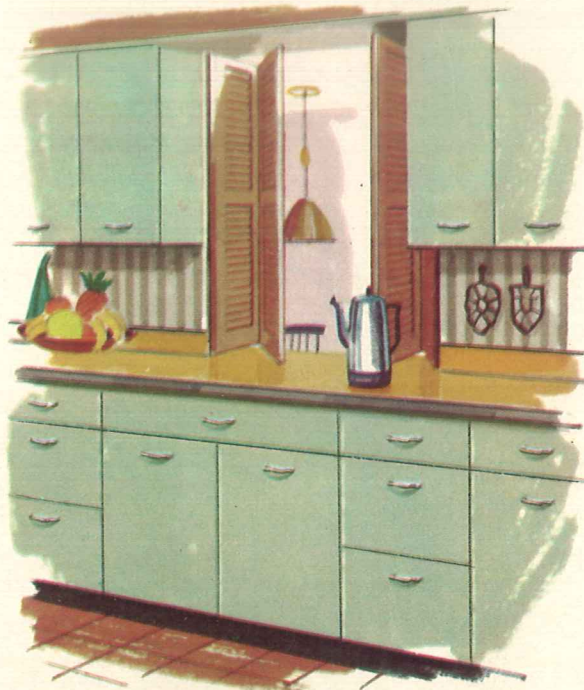
Twin purpose peninsula serves as cooking top and snack bar. It keeps both sink and range near natural light.

IDEAS to solve your problems

Since the needs, desires, habits and ideas of every family are different, the kitchen is necessarily different. Whether it's an old one that needs rejuvenating or one for your new home it will present many problems. With the great variety of cabinet sizes and shapes, many of the problems disappear. A little thought and a lot of ingenuity can help solve the rest. Shown here are a few ideas that might work for you as they have for others.

Using A Door For A Pass-Through

Convert a door into a pass-through by blocking with cabinets and counter. Shutters can close opening and add decorative touch.



Around A Chimney

To cope with a chimney, convert a shallow wall cabinet to base use. Line of cabinetry is kept even and no storage space is lost.



Handy Spacemaker

Handy Spacemaker unit is tucked under pass-through counter. This lowers inside counter to sit-down level or planning desk height.



Use Spacemaker Units As Dividers

Novel arrangement: stack Spacemaker units to form end support for pass-through. Also ideal as room dividers.

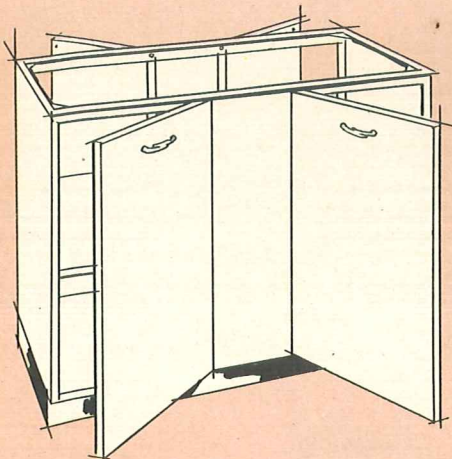
To Divide A Large Kitchen

A peninsula is practical for separating dining area from kitchen. Doors on both sides provide convenient storage. Rods hold up wall units.



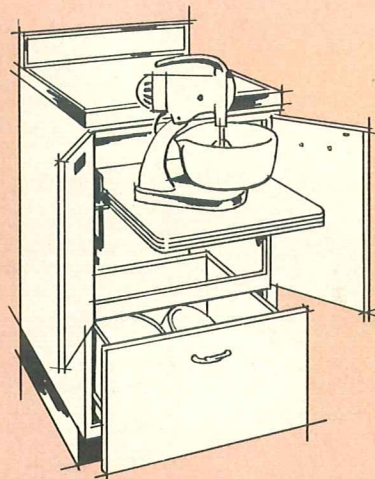
Like A Planning Desk?

A place to chat, rest or write is always handy in or near the kitchen. Using cabinets, under counter drawers and flat tops, almost any preferred arrangement is possible.



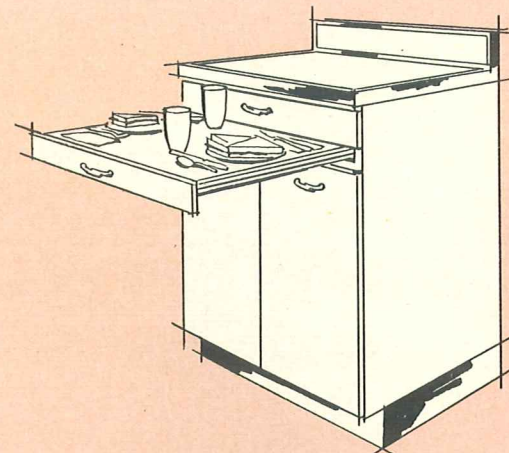
PENINSULA CABINET

Ideally suited for use under snack bar or peninsula top. Four doors allow easy access to roomy storage space from either side. Unit is 45" long.



MIXER CABINET

Provides permanent storage for mixer on counter-balanced platform. Up—it's ready to use. Down—mixer is out of sight.

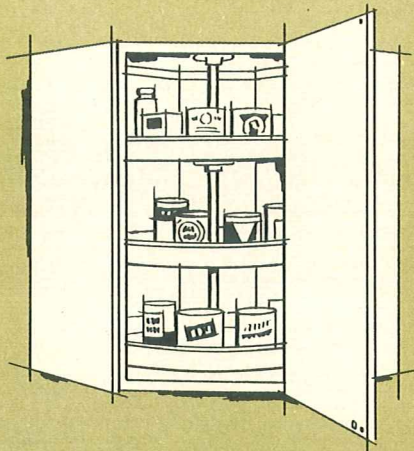


PULL OUT TABLE

Table pulls out to serve as snack bar or lowered counter space. Shallow drawer and large cupboard below afford plenty of fine storage space.

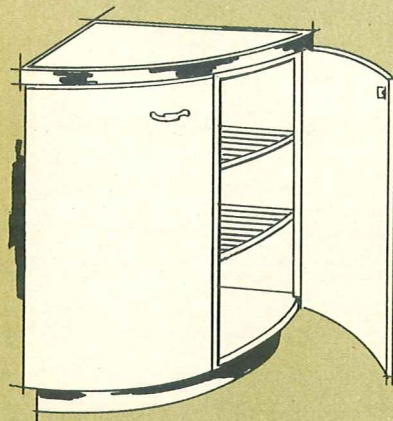
Special Purpose Cabinets

To reduce work and save steps, Geneva has a unique selection of special purpose units. Each either simplifies a specific storage problem or lends a definite advantage in kitchen planning. They have one common denominator — work-saving efficiency. Look them over carefully. You'll find that some of them will fit your needs and plans. While they are called "special" purpose units they are not priced as "specials." All are run in standard production.



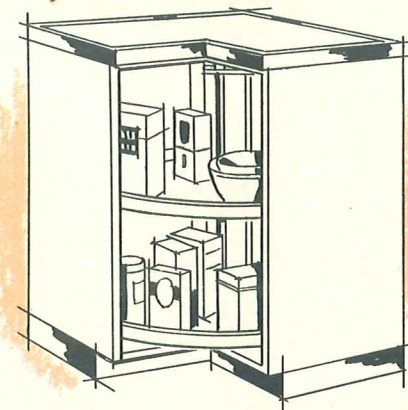
CORNER SPIN SHELF

At the flick of a finger contents of three shelves revolve to front of cabinet. Ball bearing action is quiet, effortless beyond words. No more blind fumbling!



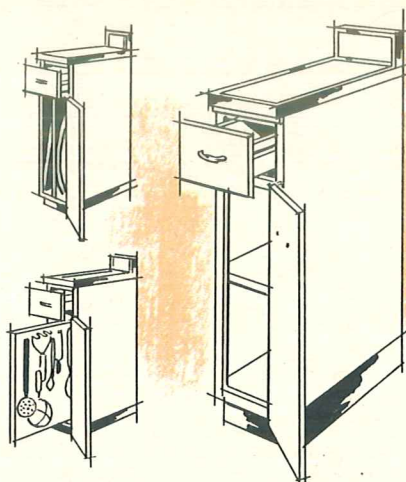
QUARTER ROUND

Allows extra clearance at end of cabinet rows. Ideal for peninsulas and modern styling. Both wall and base units available. Shelves adjust.



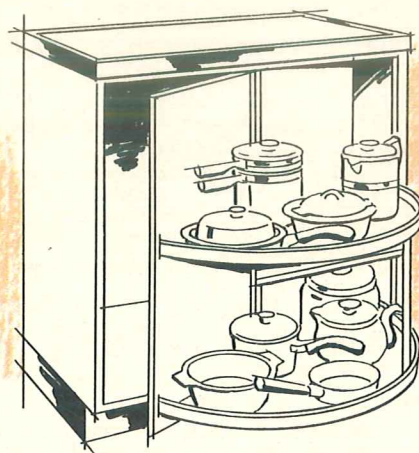
MERRY-GO-ROUND

Makes good use of corner space. A slight push swings spacious storage shelves to within easy reach. Shelves revolve full 360°—close automatically.



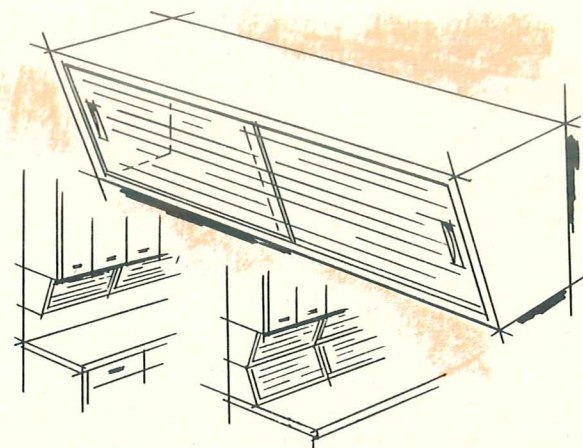
UTENSIL CABINET

Can be used as regular shelf cabinet, for tray storage or utensil rack. Here is maximum function in only 9" of space.



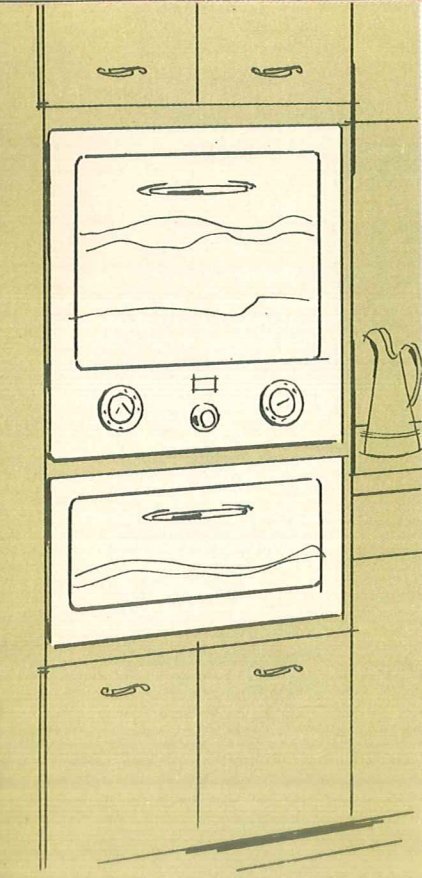
TURNABOUT CABINET

Two rounded shelves are attached to front of cabinet. Entire front of cabinet revolves, bringing shelves to easy access.



SPACEMAKER UNITS

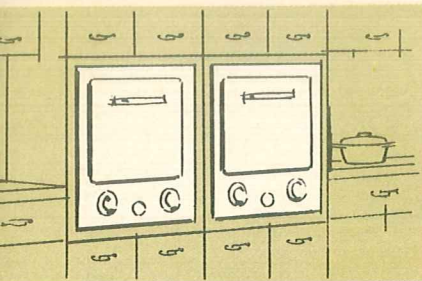
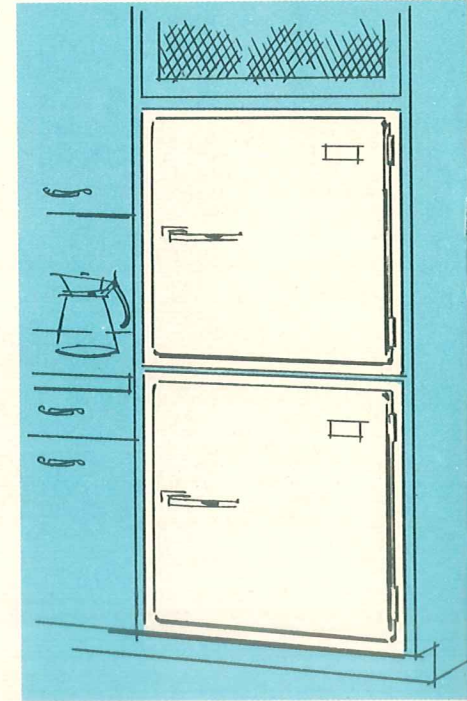
Fit neatly under wall cabinets to utilize normally wasted storage space. Cabinet has many unique planning uses. Glass doors slide noiselessly in tracks.



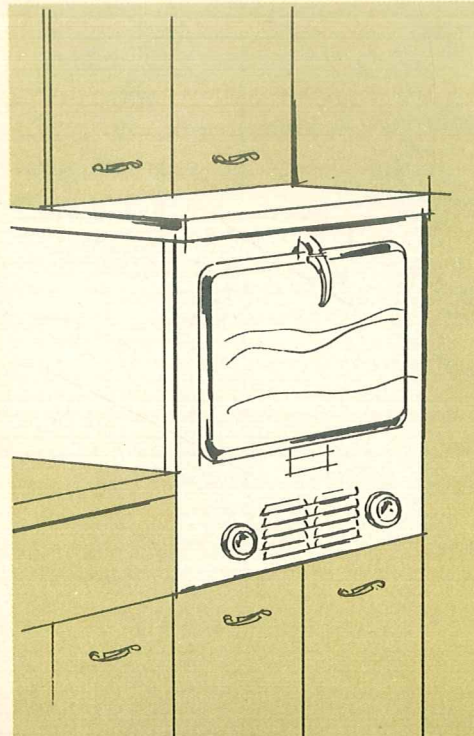
REFRIGERATORS

Built-ins

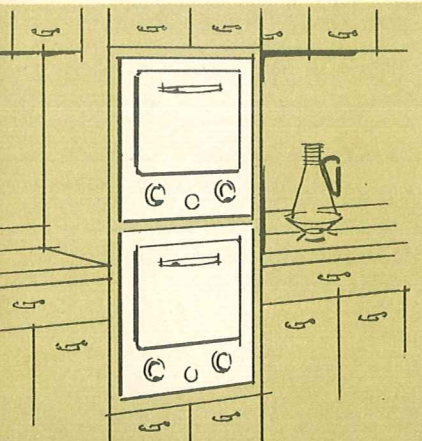
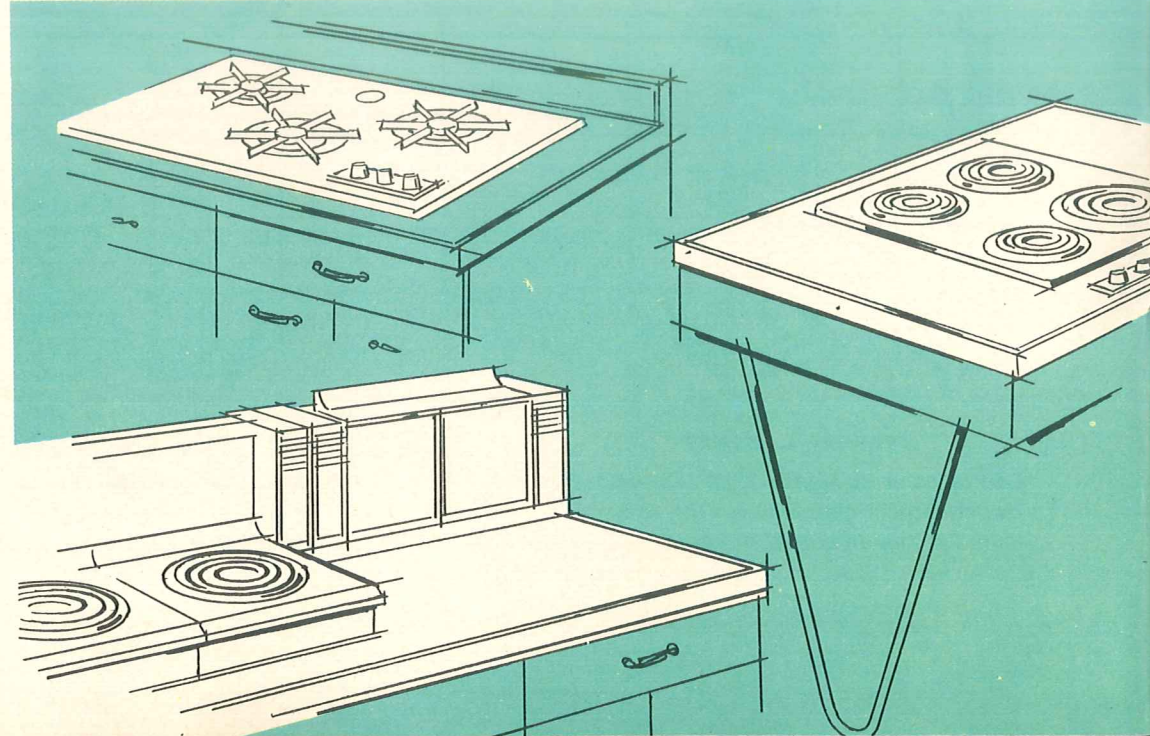
Every type of major appliance used in today's kitchen is now available in the built-in style as well as free standing type. This means ovens, ranges, refrigerators, freezers, barbecues, even laundry equipment may be installed as integral parts of the cabinets and plan. Geneva builds cabinets, shells, frames and counter tops to accommodate such units. This means that instead of having many kinds of units of varying design, you have cabinetry of one kind, one color and uniform handles throughout. The overall result is a better looking kitchen, one that eases housework and conserves space.



OVENS

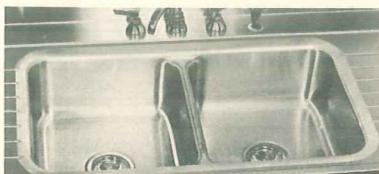


COOKING TOPS

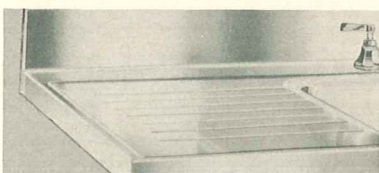


Lifetime Stainless Steel Sinks

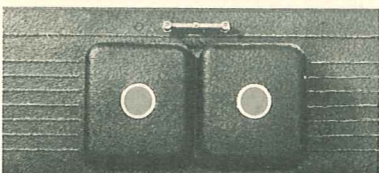
Here is incomparable beauty, utility and enduring permanence in a sink that will give a lifetime of trouble-free service. Not affected by fats or acids, this sink actually becomes more radiant with use. It will never chip, stain or tarnish. Seamless construction assures germ-free sanitation. And it's a dream to care for. A simple wiping leaves it gleaming. There is no finer sink available—anywhere!



Lowered bowl divider is an exclusive feature of Geneva stainless sinks. It eases dishwashing tasks, cuts down breakage of fine glassware and dishes.



Deck of sink is pitched, has drain grooves which allow efficient drainage and prevent suction of wet, flat dishes.

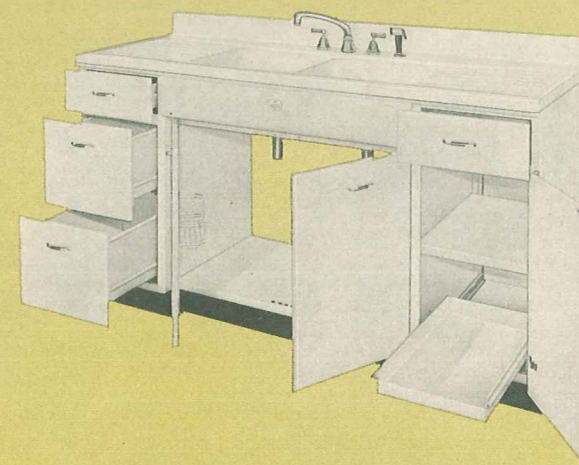


Heavy sound insulating mastic is coated over entire underside of sink to eliminate clatter and noise. Sink drainboards actually serve as fine counters, too.



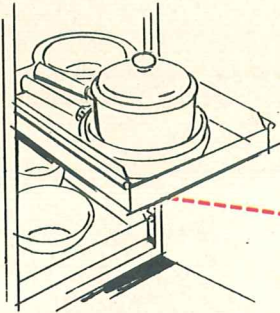
Porcelain Sinks

Gleaming porcelain sinks are made of sturdy pressed steel and heavily coated with easy-to-clean porcelain. The 42" and 54" models feature single bowls while the popular 66" size has double bowls and double drainboards.

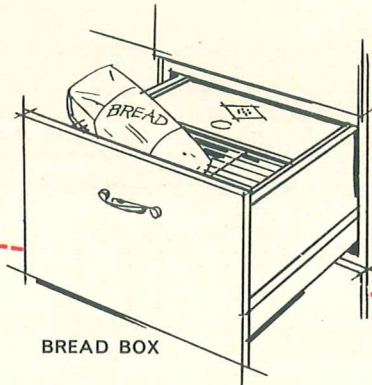


Accessories unlimited

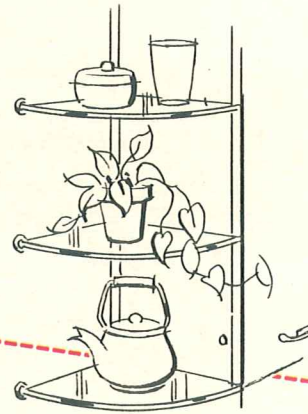
Scads of helpful items are available to store things *at the point of use*. Most may be easily installed after kitchen is in use. All wire accessories are coated with plastisol for quietness. Only a partial list shown.



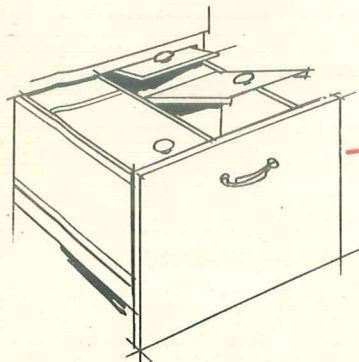
SLIDING SHELF



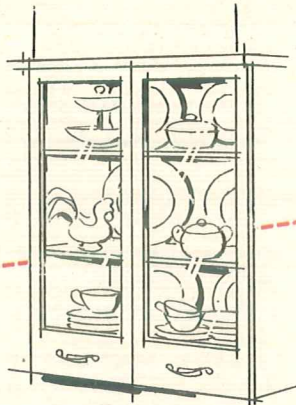
BREAD BOX



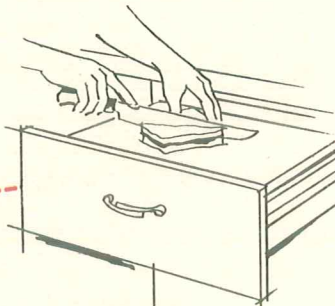
GLASS SHELVES



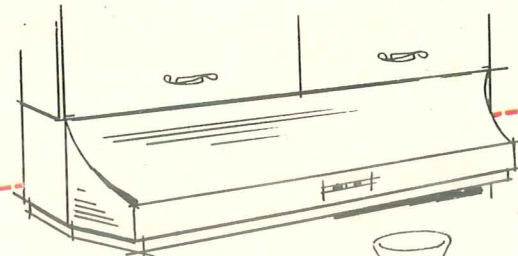
FLOUR, MEAL & SUGAR BIN



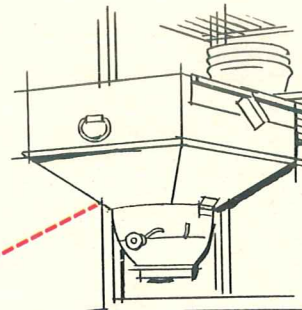
GLASS DOORS



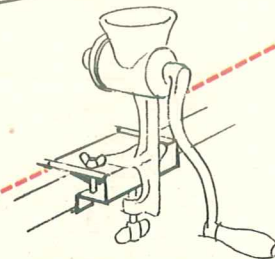
CUTTING BOARD



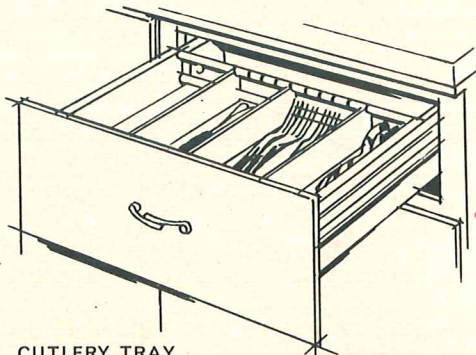
RANGE HOOD



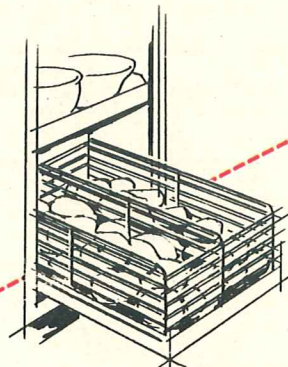
SLIDING FLOUR BIN



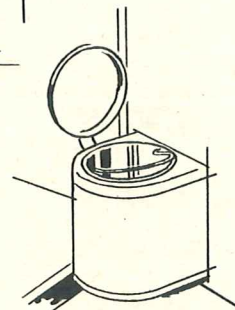
GRINDER CLAMP



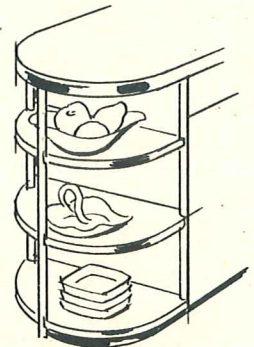
CUTLERY TRAY



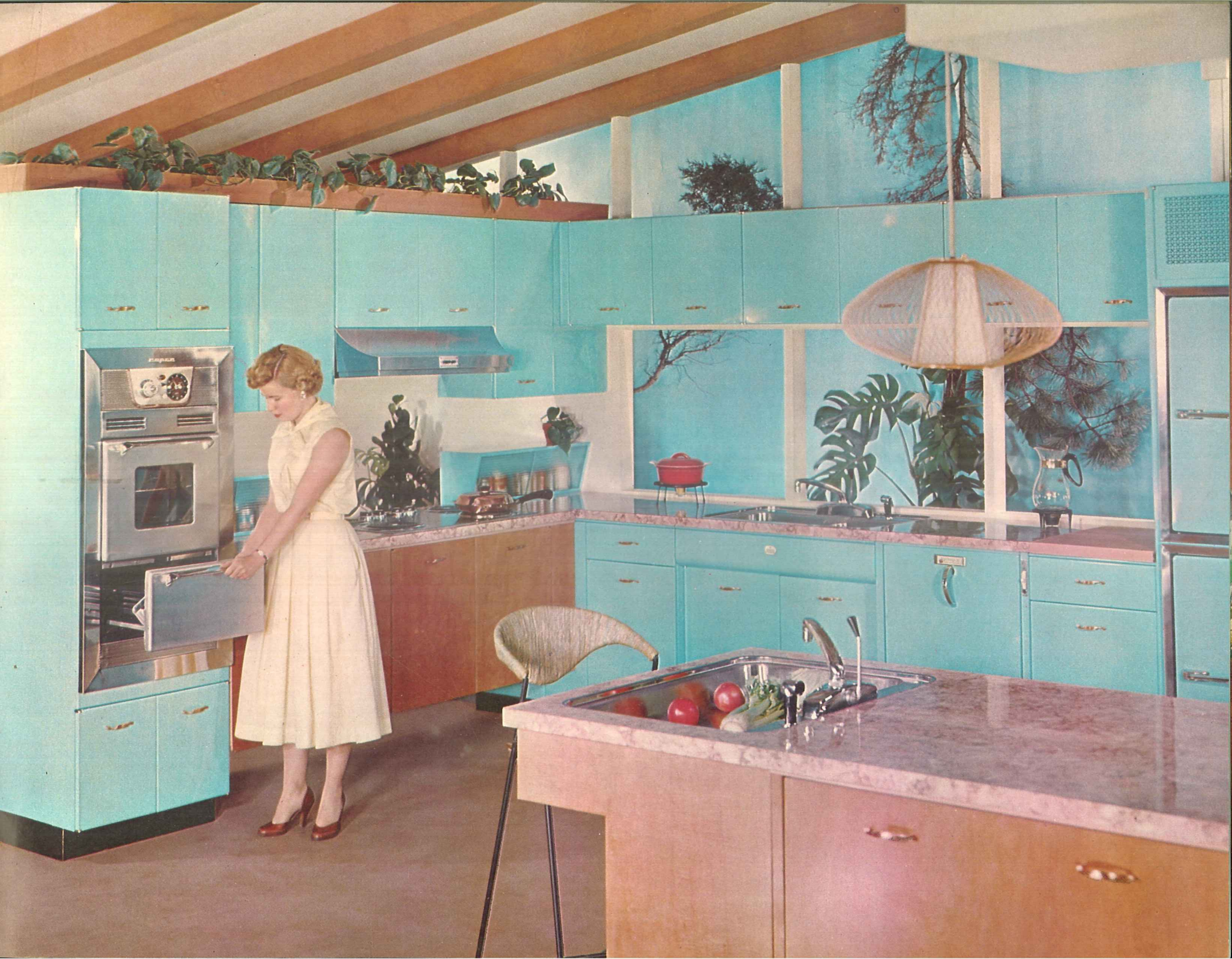
VEGETABLE BIN



GARBAGE RECEPTACLE



BASE END SHELF







Color

GENEVA colors have been arrived at only after meticulous research and experimentation. Each color is carefully calculated to coordinate well with adjoining sections of your home, or with other colors you may wish to use in your kitchen.

Color can be your finest medium of expression. Using the color of your Geneva cabinets as a start, you can create a delightful room for work, relaxation or entertainment.

Mixing... matching... blending... contrasting... don't be afraid of color. It will be the key to lasting beauty and pleasure for you.



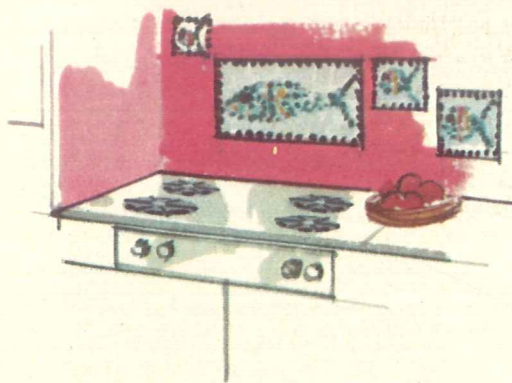
Wood Fronts

GENEVA steel cabinets are constructed so that wood doors and drawer fronts may be used. Those who prefer the appearance of wood can have it without sacrificing all of the advantages that steel cabinets offer.

With selection shown at left, practically any wood tone is possible. Unfinished wood may be stained in the finish of your choice after it is installed. If you like Provincial decor, that too, is available as shown on page 19 of this booklet. A decorative bronze grille is sometimes used inside the trim area as shown on door at left.



One papered wall, with pattern repeated in cutouts pasted on the other painted walls and soffits is a decorator touch, and so easy. Choose a large, random-design paper rather than small, over-all pattern.



Make mosaic platters, plaques and hot-dish holders that double as wall attractions when not in use on the table. Follow kitchen color scheme, create own designs, or use suggestions in popular do-it-yourself mosaic kits.

Decorating Ideas

Your new Geneva kitchen will be the focal point of your home; it is where people invariably congregate. Instead of the laboratory-type kitchen of the old days, let's make it a warm, inviting room, expressing your own personality.

This is brought about through decorating. The kitchen should be in harmony with the general decor of the home. If your home is provincial or traditional in style, then make the kitchen the same. Or it can be a modern, or country style kitchen, depending upon your individual tastes.

An easy way to build your decor scheme is in six simple steps. First, choose your cabinet color, then select a harmonizing counter top. Next, a floor covering that will blend, then, if you have areas you wish to paper, a wallpaper that picks up the colors used so far.

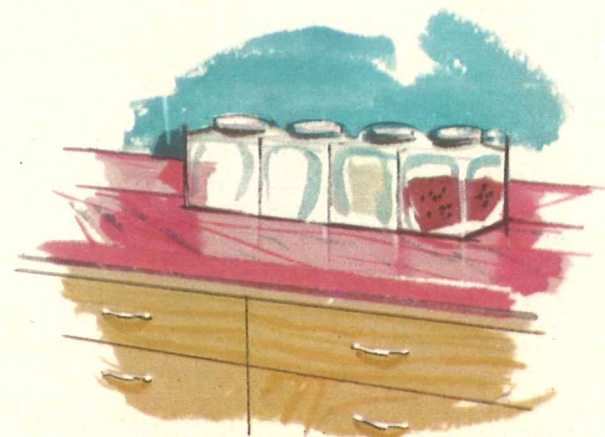
Next, pick a neutral shade out of your scheme for the painted areas such as ceiling and trim. Last, but not least, choose a bright accent color...either from colors already used, or possibly contrasting...for curtains, accessories, etc.

Accessories add charm and warmth to your kitchen, hang out your attractive utensils...use a handsome apothecary jar...possibly some bright gourds, or perhaps a decorative clock.

Above all, give your imagination free rein...you'll be surprised and delighted with the results.



Provincial kitchens call for cozy touches in unexpected places. Here's one: the bottom drawer of a spice chest used to grow a tiny trailing ivy.



Gourmet cooks like to display their supplies: apothecary jars make ideal canisters for flour, sugar, rice, coffee; show at a glance how much is left.



Inexpensive shutters: 2 pieces of plywood or wallboard hinged together make one panel (2 panels per window). Cover with fabric tacked tightly over all sides. Match fabric to wallpaper or chair covers.



A hanging lamp over the snack bar helps to separate eating area from cooking center—gives softer light for more pleasant dining.



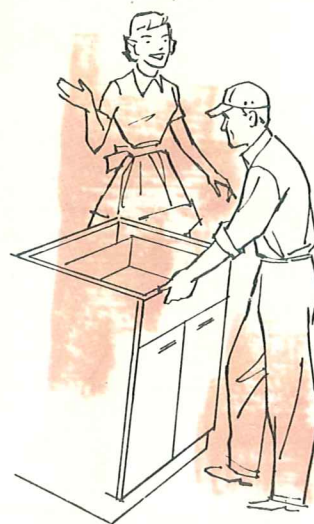


Geneva Dealer Services



PLANNING

EFFICIENT kitchen planning requires that the space available be put to the best possible use. Geneva dealers are specialists who have been carefully trained for this work. They will be happy to help you with plans of any kind.



INSTALLATION

TO YOUR complete satisfaction is an important dealer function. He has experienced craftsmen who know how to do each job properly. Accurate estimates will be furnished.



FINANCING

MAY BE arranged various ways. F.H.A., local banks, or an open end mortgage may be the solution. Your dealer will be glad to assist you in this respect. An investment in a Geneva Kitchen will add more than its cost to the value of your home.

GENEVA MODERN KITCHENS • GENEVA, ILLINOIS

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